

The Catchall of Socio-Cultural Components On Consumer Buying Behaviour In Abuja, Nigeria

BY

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ABSTRACT : The study titled 'the catchall of socio- cultural components on consumer buying behavior in Garki 11, Abuja. It discusses the reviews of some concepts that are directly an issue to the topic of socio-cultural and how it's seen by different authors' .Benefits of some of these concepts were observed, among them is segmentation benefit as it reduces marketing dissipation of efforts and resources and therefore enhances profits of the organization. The study area is Garki 11 in Abuja, the official capital city of Nigeria. Primary and Secondary data were collected using a structured questionnaire. The researchers used purposive selection and simple percentage to analyze the data in the tables. Based on the questionnaire administered, results of the findings were identified. Among others is that culture affects what consumers buy and 68.75% of the respondents agreed to this ascertain. Culture has effect on what people buy in the market. Based on the study, the researchers recommend that marketers should continue to source for an in depth understanding of buyer's behavior through marketing research to provide efficient and effective marketing planning and programs.

I. INTRODUCTION

Many successful companies have recognized the importance of consumers as regards their products. In the past years, companies often did not have detailed information on the actual purchases and users of their products. However, companies carry out research to investigate new product concept and try to identify consumers that use their products. Careful study of socio-cultural components can be seen as one of the best way to identify potential customers. Effective Marketing began with careful evaluation of the problem(s) faced by potential customers. This is because the marketing effort is centered on the consumer; his needs and marketers to provide solutions to buyer's problem(s). A key to understanding consumer's needs and problems lies in the study of consumer behaviour. A good and accurate knowledge of consumer behaviour enable the marketing manager gets the required information he/she can use to increase the chances of success in the market place. Culture is seen as an embodiment of different attributes which exert a great influence on what consumers buy, how they buy and for what reason(s) did they buy the products/services. Inappropriate and inadequate marketing research in determining consumer's products preferences and wants has led to the manufacture of products/services that are not consumer oriented and it has affected consumer buying decisions. Hence need to examine the catchall of socio-cultural components on consumer buying behavior in the study area. The major objective of this paper is to examine the effect of socio-cultural components on consumer buying behaviour. The specific objectives are; to identify whether marketing research helps in identifying consumer product preferences and wants; and to examine whether market segmentation influence consumer buying decisions.

II. THE CONCEPT OF CONSUMER BUYING BEHAVIOUR.

According to [1] viewed that consumer behaviour consist of activities people engage in when selecting, purchasing and using products so as to satisfy needs and desires. [2] are of the view that consumer behaviour is the way people act in the exchange process. This process can further seen as stages of the decision process consumer goes through. [3] States this process to include problem recognition, information search alternative evaluation, and actual purchase and post purchase evaluation. This is seen as an attempt to understand and predict human actions in the buying role. In consumer behavior, we consider not only the why (reason), how (means) and what (products) people buy but other factors such as where (market, shop), how often and under what conditions the purchase is made. An in depth understanding of buyer behaviour is very essential in providing efficient marketing planning and programs. [4] sees consumer behavior as the dynamic interaction of affect and cognition, behaviour and environmental events by which human beings conduct the exchange aspect of their lives.

The above definition of [4] shows three salient points; (a) that consumer behaviour dynamic; (b) it involves interaction between affect and cognition, behaviour and environmental events and (c) it involves exchanges between two or more people. According to [5] states that consumer behavior is the selection, purchase and consumption of goods and or services for the satisfaction of customer's wants. Consumer buying behaviour is the decision processes and acts of people involved in buying and using products. The marketing managers must understand that the changing factors in our society affect the buyer's reactions.

III. CULTURE AND VALUES

Culture refers to the set of values, ideas and attitudes that are accepted by a homogenous group of people and transmitted to next generation. [1] are of the view that culture consist of values, beliefs, and customary behaviours learned and shared by members of a particular society. Culture determines what is acceptable with product advertising. It determines what people wear, eat, reside, and travel. A good example of cultural values in the USA are; good health, education, individualism and freedom. Nigeria values attention to individual family and extended family members. They are different society, different levels of needs and different cultural values. Culture helps to identify what people wear, (Agbada in the Western part of Nigeria, Babanriga in the northern part of Nigeria). It helps to identify what people eat, (fufu in the eastern part of Nigeria and pounded yam with egushi soup in Igala speaking area of Kogi State, Nigeria). Above all, it affects the perception of consumers towards the use of the product and/or services. Culture affects what people buy, how they buy, and when they buy.

IV. SOCIO-CULTURAL COMPONENTS AND THEIR EFFECT ON CONSUMER BUYING

Marketers typically focus on identifying the dominant values of a society; but culture is more than just values above. The contents of culture encompass the beliefs, attitudes, goals and values held by most people in the society. The characteristics in behavior, rules, customs and norms that people must follow and all these variables do have effect on the consumer buying behaviour in one form or the other. The cultural goal is to understand how this socio-cultural components influence buying decision from the point of view of the consumer being the king. Therefore, the socio-cultural components include; Attitudes and Beliefs, languages, Religion social class, Education; personality Roles and family influence. In the Nigerian context, a family is seen as a union that comprises of a father, mother, children and relatives. In the US society, family consists of a father mother and children, sometimes, no relatives.

V. MARKETING RESEARCH

The marketing concept says that marketing managers should meet the needs of customers. Yet today, many marketing experts are separated from company offices and not closer to potential customers. Research provides a bridge to customers and marketing managers have to rely on help from marketing research [6]. The further explains that marketing research is procedures to develop and analyze new information to help marketing managers make decisions. The basic reason for embracing on marketing research is to get information that people can trust in making decision.[6] States getting accurate information is costly but reduces risk of doing costly mistakes. Marketers are more likely to select the right target market and marketing mix – or see a potential problem before it becomes a costly crisis. This view will assist marketer because through marketing research information about consumer attitudes, life style of a particular people and other components of socio-cultural could be learned and develop to help firm's business activities. [7] emphasizes that MR involves emphasis on handling external information, is concerned with solving problems, and tends to focus on past information. [8] Stated that marketing research is concerned with developing and analyzing the "facts" that help marketing managers do a better job of planning, executing, and controlling. This is a specific case for marketing experts to solve problem with consumer buying behavior. Good marketing researcher must be both marketing and management oriented to ensure that their research focuses on real problems on which action can be taken.

VI. MARKET SEGMENTATION

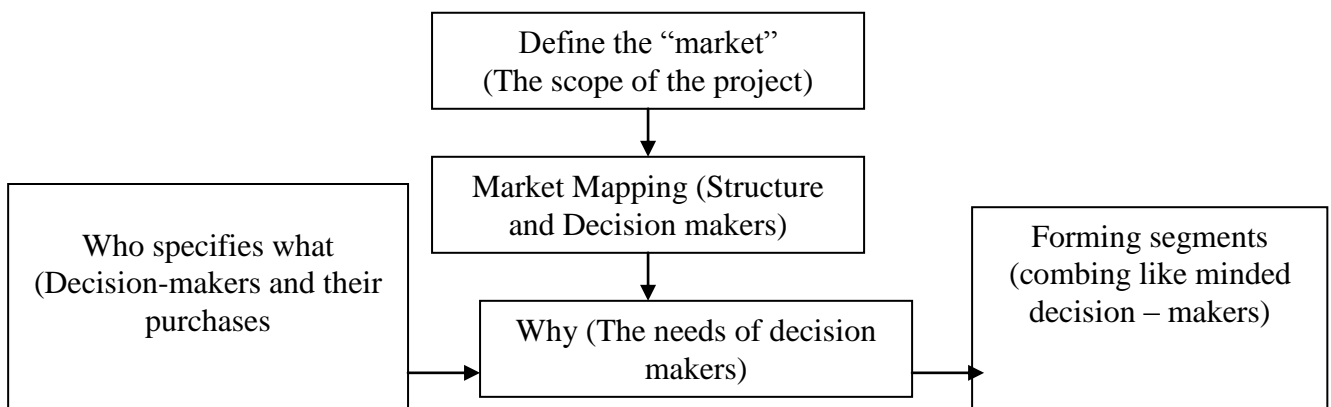
Market Segmentation is the identification of portions of the market that are different from one another. Segmentation allows the firm to better satisfy the needs of its potential customers. Segmentation refers to a process of bifurcating or dividing a large unit into various small units which have more or less similar or related characteristics. Market segmentation is a marketing concept which divides the complete market set up into smaller subjects comprising of consumers with a similar taste, demand and preference [9]. The basis of market segmentation can based on (i) gender. Both men and women have different interests and preferences, and thus the need for segmentations (ii) Age group; target audience is also one of the ways to market segmentation (iii) Income; Marketers divide the consumers into small segments as per their income, (iv) Marital status; This is as per the marital status;

Travel agencies would not have same holiday packages for bachelors and married couples. (v) Occupation; people that works have different needs as compared to school/university students that have no work. Marketing programs can be failure to certain groups of people or market. Company management can do a better marketing job and make more good and efficient use of marketing resources.

[8] gave the followings as key benefits of segmentation;

- i). It gives the marketer a better view on how to spot and compare marketing opportunities.
- ii). The marketer can create separate marketing programs aimed at meeting the needs of different market segments.
- iii). It reduces marketing dissipation of efforts and resources and therefore enhances profits.
- iv). The marketer is in a better position to develop marketing programs and budgets on a clearer idea of the response characteristics of specific market segments.

Segmentation has this “route” as in diagram below;



The segmentation is about definition of the market itself and its units.. The scope of the project is about where and what the marketer can produce and sale in a particular market. This allows the marketer to identify the niche areas and carefully monitor their characteristics for effective marketing results. Market mapping is about the structure and decision makers in an organization. The socio-culture of Managers in an organization do affect their ways of buying and how they take decisions as per what, when, why and how to buy. On the whole, in forming segments, the people with like mind will work together to succeed in the components which affect the buying behavior. The right route will assist marketing managers to do ethical things by identifying what people in a particular environment really want; and it leads to increase in buying attitudes of consumers. [6] sees market segmentation as a two step process of (i) naming broad product – markets and (2) segmenting these broad product – markets in order to select target markets and develop suitable marketing mix. Naturally if not by luck and chance, first time market segmentation efforts often fail because beginners start with the whole mass market and try to find one or two demographic characteristics to segment this market.

Materials and Method

Study area and sources of data

Abuja is officially the capital city of Nigeria. It is located in the centre of Nigeria. The Federal Capital Territory (FCT) is a “planned” city, as it was mainly built in the 1980s and officially became Nigeria’s capital on 12th December, 1991 replacing the role of the previous capital Lagos. The study area specifically is Garki II where most indigenous citizen lives. Garki II markets and formal shopping complexes and located. Primary and secondary source of data were used. Primary data was collected using standard questionnaire. Secondary data were from text books, websites and articles that are relevance to this work. The Garki II was selected purposively by the researchers because of its growing nature and peoples with socio-cultural values that patronage the district of Garki II area. Two hundred questionnaires were designed to reflect the major objectives outlined for this study and all were distributed to resident and non residents respondents. Consequently, one hundred and sixty were returned to the researchers. One hundred and sixty is a good number to work with.

Table 1: Management of Consumer Behavior as Dynamic Interaction.

Items	SA	A	UD	D	SD	TOTAL
Frequency	100	30	10	10	10	160
Percentage	62.5	18.75	6.25	6.25	6.25	100%

Source: Researcher’s field Survey, 2013.

Table 2: Culture affects what people buy.

Items	SA	A	UD	D	SD	TOTAL
Frequency	110	30	5	5	10	160
Percentage	68.75	18.75	3.125	3.125	6.25	100%

Source: Field Survey, 2013.

Table 3: Socio-cultural Components effects on Consumer Buying Behavior

Items	SA	A	UD	D	SD	TOTAL
Frequency	130	20	2	6	2	160
Percentage	81.25	12.5	1.25	3.75	1.25	100%

Source: Field Survey, 2013.

Table 4: Influence of Market Segmentation Strategy on Consumer Buying Behavior

Items	SA	A	UD	D	SD	TOTAL
Frequency	125	25	----	10	---	160
Percentage	78.125	15.625	0.0	6.25	0.0	100%

Source: Field Survey, 2013.

Table 5: Marketing Research effect on Consumer Buying Behavior

Items	SA	A	UD	D	SD	TOTAL
Frequency	90	50	10	5	5	160
Percentage	56.25	31.25	6.25	3.125	3.125	100%

Source: Field Survey, 2013.

VII. RESULTS

- [1] Based on the questionnaire administered, the followings are the results of the finding;
- [2] Majority of the respondents agreed that management of consumer Buying Behaviour is very dynamic.
- [3] Culture affected what consumer buy. That 68.75% of the respondents agreed with the assertion that culture has effect on what people buy in the market.
- [4] Majority of the respondents agreed that socio-cultural components like attitudes and beliefs, language, religion, social class, education, personality, roles and family influence have effects on consumer buy behaviour.
- [5] Respondents agreed strongly that influence of market segmentation strategy is significant on consumer buying behaviour.

DISCUSSION

The study indicates that majority of respondents agreed that socio-cultural components have influence on consumer buying behaviour. This is in agreement with what [1] viewed; that culture consists of values, beliefs, and customary behaviour learned and shared. This means that consumers will follow the behaviour of members of a particular society which they belong. The study revealed that market segmentation strategy has influence that is significant on consumer buying behaviour. This is in conformity with [9] that segmentation allowed the firm to better satisfy the needs of potential customers. The segmentation bases are on gender, Age group, income, etc and stressed the need for individual consumer to get satisfaction. The work also observed that management of consumer buying behaviour is dynamic which majority (68.75%) of the respondents agreed with [4] is about dynamic reaction which takes cognition, behaviour and environmental events into account.

CONCLUSION

In conclusion, it can be seen that socio-cultural components influence the consumer buying behavior in so many immeasurable ways. Consumer satisfaction is seen as a critical concept in marketing. To gain in better side of the consumer, the above variables needs to be studied in order to produce products that meets the need of the target consumers.

RECOMMENDATION

The following recommendations have been made based on the study conducted by the researchers.

1. Marketers should continue to source for an in depth understanding of buyer's behavior through Marketing Research to provide efficient and effective marketing planning and program.
2. There should be a good understanding of decisions within the family; consumer behaviour starts in the family unit hence it impacts the buying decision a lot; and family acts as an interpreter of social and cultural values for the individuals; marketers through market research must understand the components of socio-cultural issues.
3. Marketers should use segmentation strategy to reach target audience by been careful at their age, gender, income level and occupation.

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